FORD

RANCHERO '74

Ranchero GT . . . dramatic, practical. Side stripe highlights its sporty lines. Power choices range from a standard 302-cu. in. V-8 (250-cu. in. Six optional on Ranchero 500) to the big 460-cubic-incher. Wide range of performance/handling options to choose from. Shown with optional bucket seats and bumper protection group.

Ranchero Squire . . . luxurious, hardworking. Does a real truck job in style, handsome color match simulated woodgrain paneling and tailgate allows hint of body color to blend through. Many luxury options available. Shown with optional vinyl roof, luxury wheel covers and whitewall tires.

Ranchero 500 . . . man-sized, value-packed. The basic Ranchero is a complete pickup car which can be personalized from a great array of options. Shown here with optional bumper protection group, trailer towing package, whitewall tires and hub caps with trim rings.

You might think Ford's Ranchero is a sports or luxury car. Especially when you consider its styling, interior decor, performance and handling. But a full-sized pickup box in the rear and up to 1250-lb. people-and-payload capacity will make you think again. For Ranchero is also a worker eager to take on truck-size jobs in fine style.

RANCHERO
THE PICKUP CAR

THREE DISTINCTIVE MODELS

The Ranchero 500, Ranchero GT, and Ranchero Squire. Each has its own individual style and spirit so you can choose one to match your personality and driving needs. All have sporty carlike flair and tough, durable construction, including energy absorbing front bumpers. The lines are strictly space-age, aerodynamic and head-turning with an impressive grille, sweeping hood and smartly styled cargo body.

AN EASY RIDER AND HANDLER

A long wheelbase, wide-track axles and link-coil rear suspension combine to give great ride and handling qualities plus the road-hugging stability a hard-working pickup car must have. A husky perimeter frame surrounds the body and forms a strong, integrated frame-and-body system. Ranchero is responsive . . . and tough!

A CAR'S COMFORT AND QUIET

The body rests on strategically placed body mounts that help isolate the body and passengers from road vibration and noise. Rancheros are man-sized, with plenty of stretch-out room inside. Passengers are surrounded with carlike appointments and sound-absorbing insulation. Result: a soft, quiet ride you'll really appreciate on long hauls.

A 6½-FT. TRUNK

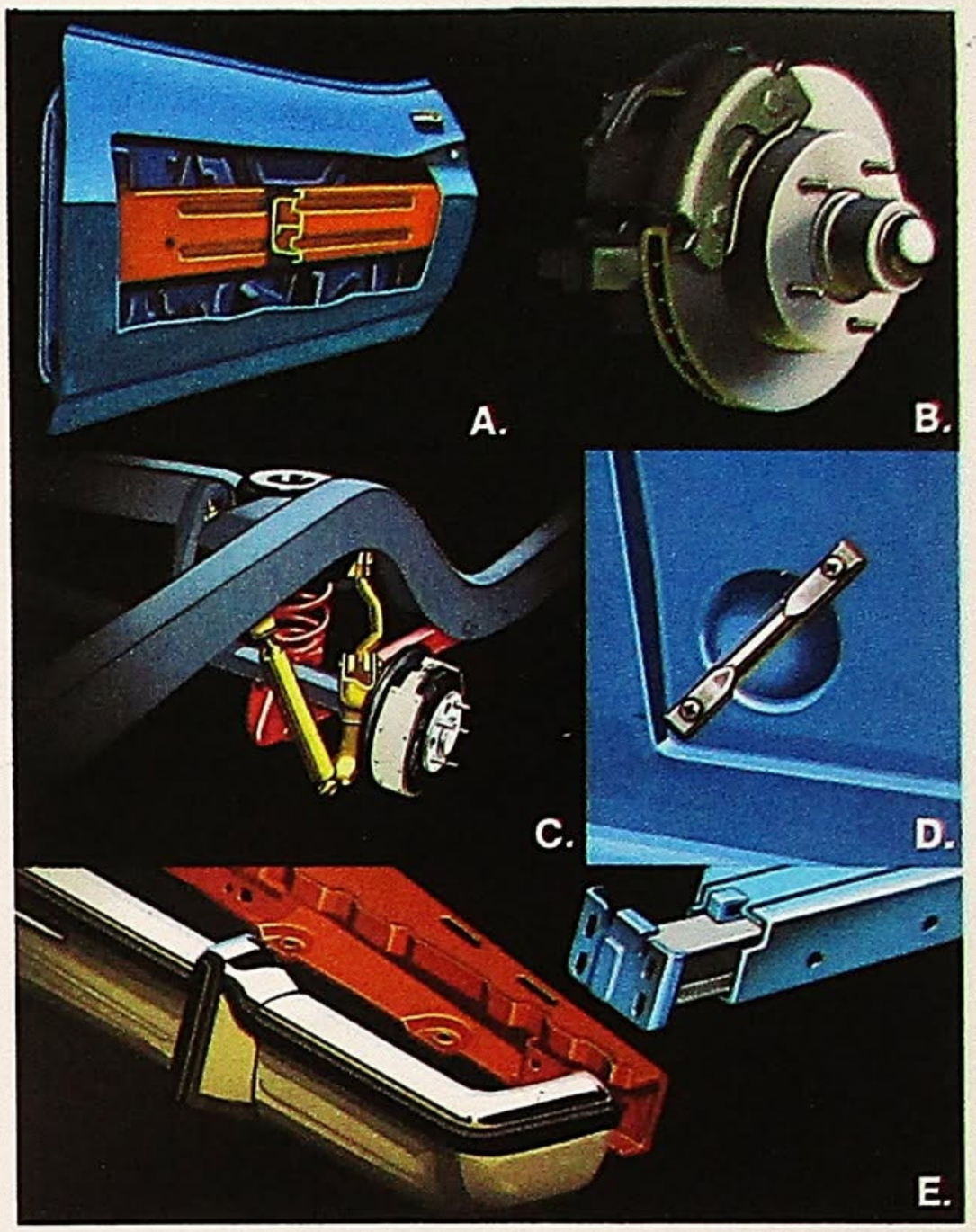
The cargo body, 6½-ft. long at the floor, has strong double-wall construction. Low tailgate height and counterbalanced one-hand tailgate make loading easy. Optional heavy-duty suspension package provides capacity for maximum rated loads. Trailer towing packages are also available for pulling big Class II and Class III trailers (up to 6000 lb.). And a wide choice of performance and luxury options lets you custom tailor your Ranchero as much as you wish.

NEW OPTIONS

For '74, Ford Rancheros offer a big selection of new comfort, convenience and luxury options for your individualized driving enjoyment. The options include automatic temperature control for air conditioner/heater, adjustable tilting steering wheel, fingertip cruise control, power windows, and many more as shown on the back cover.

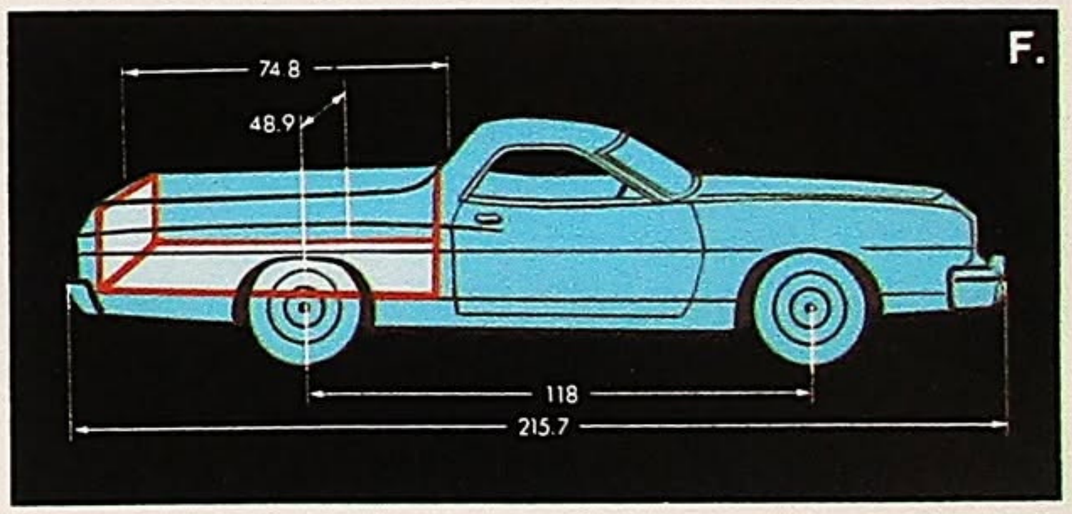
A. Sturdy steel guard rails are built into side doors. Guard rails help deflect penetration of passenger compartment in event of side impact.

B. Front disc brakes are standard. Disc brakes, the concept that stops big jet planes, are designed for straight stops and to dissipate heat.



C. Link-coil rear suspension (coil springs with angle-mounted upper and lower control arms) smooths and stabilizes the ride for exceptional roadability.

D. Four convenient cargo tie-downs permit securing your load with rope around cargo and through tie-down bars at front and rear on both sides of the pickup box.



E. Energy Absorbing Bumper System. All 1974 Rancheros have energy absorbing front bumpers. The bumpers meet Federal Standards for up to 5-mph frontal impact protection straight into a flat, vertical fixed barrier without preventing normal operation of the latching, fuel, cooling and exhaust systems or of the propulsion, suspension, steering and braking systems. Tests show that, with optional bumper guards (shown), no substantial damage to sheetmetal should result from such a barrier impact at or below these speeds.

F. Long, ride-smoothing 118-in. wheelbase and 6½-ft. cargo box (78.4-in. floor length).

Ranchero interior (A), available in black, saddle, blue, tan, or green, features attractive, long-wearing vinyl upholstery on comfortable full-width seat • color-keyed vinyl door trim panels with bright trim • color-keyed steering wheel and column • deep-pile wall-to-wall carpeting • hi-level, flow-through ventilation • ventless door windows • energy-absorbing steering column • padded steering wheel hub • lockable glove box • locking steering column • fresh-air heater/defroster • trim panel behind the split-back seat • vinyl headlining • color-keyed seat belts with outboard retractors and shoulder harnesses (also center passenger seat belts) • armrests with recessed door handles • vinyl-framed day/night mirror • cigarette lighter • padded, color-keyed instrument panel • emergency lamp flasher • spare tire and tool compartment.

Luxurious Brougham decor group (B). Available on all Rancheros, this posh decor group includes a split-bench seat with super soft vinyl or knit cloth upholstery, Brougham door trim panels and deep cut pile carpeting.

Sporty bucket seats (C) with matching door trim panels and thick cut-pile carpeting are optional on all Rancheros for individualized seating comfort.

In addition to the interiors illustrated, all Rancheros offer an optional **Sport flight bench seat** with vinyl covering and deluxe door trim panels. Cloth upholstery for the standard seat in the Ranchero 500 and Squire is also available.

Ranchero instrument panel (D). Squire shown with optional air conditioner, SelectShift Cruise-O-Matic and AM/FM radio.

Ranchero 500 exterior features: deluxe grille with moldings • bright energy absorbing front bumper • bright left-hand mirror with remote control • hidden windshield wipers • bright-metal windshield, rear window, drip rail and top of cargo body moldings • belted tires • bright-metal hub caps • bright tail-light bezels • 4 cargo tie-downs.

Ranchero GT has (in addition to or in place of the Ranchero 500 features) • color-keyed bodyside stripe • sport style mirrors painted body colors (both with remote controls) • black hub caps with bright trim rings • F70 x 14 white lettered belted tires • GT grille crest. Interior: spare tire and tool compartment cover • bright trim on pedals • GT instrument panel plaque.

Ranchero Squire has (in addition to or in place of the Ranchero 500 features) • deluxe bright wheel covers • simulated woodgrain panels on sides and tailgate • Ranchero Squire script on front fenders • Squire crest on grille. Interior: woodtone panel around instruments • electric clock • spare tire and tool compartment cover • bright trim on pedals • Squire instrument panel plaque.

SPECIFICATIONS

Brakes: Self-adjusting front disc (10.7″ diameter) and rear flared drum (10″ x 2½″), dual master cylinder hydraulic system, foot-operated parking brakes. 11″ x 2¼″ rear brakes with 351, 400 and 460 V-8 engines.

Colors: white, bright red, medium blue metallic, pastel blue, bright dark blue metallic, dark green metallic, pastel lime, saddle bronze metallic, medium copper metallic, bright green-gold metallic, medium dark gold metallic, medium ivy bronze metallic and maize yellow. Color Glow paints—green glow, ginger glow, tan glow and gold glow—are optional. Black, white, blue, green, brown, tan or gold vinyl roofs are available.

Clutch: Single-plate torsion-disc: 10″ diameter with 250 Six and 302 V-8, 11″ with 351 (4V) V-8.

Front suspension: Independent, single lower arm with strut bar, ball joints, coil springs and shock absorbers.

Rear suspension: Four-link with coil springs, angle-mounted upper and lower control arms and shock absorbers.

Tires: Standard: F78-14B (F70 B white lettered tires on GT). Optional: F78-15B, G78-14 or 15B, H78-14B, F70-14B, G70-14B, H70-14B. Whitewalls optional in all sizes except G70 and H70. F70, G70 and H70 available in white lettered blackwalls. HR78-14B steel-belted radial ply tires are available in black and whitewalls.

Pick your power from six spirited Ford engines. The 302-cu. in. V-8 is standard in all Rancheros. Optional engines range from 250-cu. in. Six (Ranchero 500) to the big 4-venturi 460-cubic-incher.

ENGINES	250 SIX*	302 V-8* (2V)	351 V-8* (2V)	351 V-8 (4V)	400 V-8 (2V)	460 V-8 (4V)
Displacement	250 cu. in.	302 cu. in.	351 cu. in.	351 cu. in.	400 cu. in.	460 cu. in.
Bore & Stroke (in.)	3.68 x 3.91	4.0 x 3.0	4.0 x 3.5	4.0 x 3.5	4.0 x 4.0	4.36 x 3.85

**N.A. in Calif.*

OPTIONS

Attractive Ranchero GT instrument panel illustrates the optional Performance cluster (also Ranchero 500) with tachometer, trip odometer, clock, ammeter, water temperature and oil pressure gauges (also includes HD battery).

SelectShift Cruise-O-Matic (required with optional engines) for fully automatic or manual shifting, and AM/FM stereo radio with tape player options are also shown above. Other popular Ranchero options include: **SelectAire Conditioner with automatic temperature control**—system works like a home thermostat to warm or cool as desired and maintain temperature. **SelectAire Conditioner** for dehumidified cooling, integral heater with hi-level outlets provides all-season comfort • **power steering** for easy handling with heavy loads • **Protection Group—bumpers**—includes front and rear bumper guards, front bumper rubber inserts • **Protection Group—appearance**—includes spare tire lock, floor mats, license plate frame and door edge guards • vinyl insert bodyside molding • **anti-theft alarm system** for doors and hood, spare tire lock and inside hood release lock • **power side windows** • **tilting steering wheel** allows every driver to adjust wheel to correct position, wheel also swings up and away for easy entry and exit (requires Cruise-O-Matic) • **Cruise control,** fingertip cruise control integral with steering wheel (requires 351 or larger V-8 and Cruise-O-Matic) • **Convenience Group** includes right and left remote control mirrors, interval windshield wipers, and vision vanity mirror • **restraint system** with inertial reel/ignition interlock • **sport flight bench seat** with vinyl trim • **Brougham decor group** split bench seat with super-soft vinyl or knit cloth upholstery, Brougham door trim panels and cut-pile carpet • **cloth upholstery** for the standard seat in Ranchero 500 and Squire • **bucket seats** with super-soft vinyl for individualized comfort • **vinyl roof** (see colors) • **power brakes** • **AM radio** • **15-inch wheels** provide additional ground clearance • **luxury wheel covers** • **full wheel covers** for 14- or 15-in. wheels • **deluxe wheel covers** (standard on Squire), **hub caps with trim rings** (standard on GT) and **mag-style wheels** (include 7-in. rims) are all available with 14-in. wheels • **tinted glass** all around • electric clock (standard Squire) • **dual sport style mirrors** (standard GT) painted body color, left-hand and right-hand mirrors have remote control • **light group** includes ash tray, under hood and glove box lights; parking brake warning light; lights-on warning buzzer; illuminated light switch • **Class II (2000-3500 lb.) or Class III (3500-6000 lb.) trailer towing package** • handling suspension package (1250 lb. payload) includes HD shock absorbers, rear springs and HD rear stabilizer bar.

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FDT-7411 Litho in U.S.A. 1/73

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